

EFFECT OF DIGITAL MARKETING ON PHARMACEUTICAL BUSINESS AND ITS IMPACT ON SOCIAL WELLBEING- A CONCEPTUAL REVIEW

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ABSTRACT

The pharmaceutical industry establishing up for incrementing utilization of digital platforms to come to be more privy to the potency of communication however the Pharmaceutical industry has agonized from social solicitousness. Many Advertising or promotional rules restrict the Pharmaceutical industry to work in full gear in digital marketing. Pharmaceutical companies need to follow the sundry rules for marketing the products when expounding their product in promotion. The study compares the effect of digital marketing on the Pharmaceutical business and its impact on social well-being. The research incorporates both positive and negative societal implicative insinuations of digital marketing in the Pharmaceutical field. The study seeks to quantify centrality as a connection between digital marketing in Pharmaceutical and social issues. Surprisingly, the study catches the consequential of Digital marketing in Pharmaceuticals that is not always directly proportionate to its outspread promotion; acceptance of Pharmaceutical digital marketing by society is varied from a traditional one but cannot be supersession. It creates a gap to explore the contribution of Digital marketing to the welfare of society in the context of minimizing healthcare costs. This paper gives insights on the phenomenon of the paramount connection of Digital marketing to be a platform for cognizance & information, Social Media Pharmaceutical Marketing, aid to Salesforce, and Mobile Marketing.

Keywords: Societal well-being, Digital Marketing, social media, e-commerce, and online Pharmaceuticals.

Introduction

There are many platforms where digital marketing has impressed its footprint. It is from an organized section to an unorganized one. Digital platforms made the industry extend the hope for more revenue. Similarly, for the people, it is a kind of information that goes down that customers may choose either of them or wait for alternatives. The Pharmaceutical sector already covers the market through digital platforms across the globe but in India, its presence is very limited. Day by day new innovative technology is emerging however India is still in the primary phases in these contributions.

Majorly our treads in the context of Pharmaceuticals comprise generic medicines, the world sees India as one of the major generic suppliers. The interception of Digital marketing in the pharmaceutical industry is changing the Pharmaceutical and Healthcare industry is more fast paced than the way it is transforming the retail, media, and banking, airline, telecom sector. The world is online and with mobile phones. It expected customers to resume services to supply them straight away enabling them to provide services and information Standards (2019), However, the industry's works do not justify the new technology.

In the digital age, patients rely less on their medical advisers for advice, and can work more efficiently and progressively on self-health. By category of health and fitness available online and on applications and usable for health, Just like the Apple Watch. More than 85 percent of patients confirmed their ability to take responsibility for their health and knew how to turn to online resources to aid themselves Champagne (2015). Further to add, Patients are increasingly alacritous to evaluate a variety of health products and accommodations as they are experiencing ascending costs. In the digital age, such assessments may be the potential for prosperity in the pharmaceutical company's business model. Conventionally, Pharmaceutical industry meetings use to be direct marketing. Doctors are given advertising materials, gifts, or special grants to form a beneficial

relationship between the two parties. When these methods were going on, The Company’s transition to digital media was seen as more attractive.

Companies like marketing are beginning to use atomizer data from electronic health records to determine treatment options for specific situations, Perlotto (2014). Most electronic health records products are not in the business of selling data to outside parties and follow the structured business model. Many Software like Practice Fusion is available free of charge to doctors, with such contingencies the converted version of the record will be sold to third parties for sale. Marketing organizations purchase this information to provide insight into how doctors select specific medications.

Many Pharmaceutical companies find social sites to promote content rather than discuss it publically. Corporate news coverage includes government approvals and illness awareness, and other matters, Such as the latest data from the government or stats on epidemiology. Like many other industries, less effort is being made to use social media as a stage for the switch over. This is mainly a result of regulatory encounters that the industry has received , Faisal (2018). The path to innovation in digital marketing across medicine is still short. Recently it came to the observation that, on average Companies have a website, especially brands and Electronic-detail. The idea of a digital marketing plan is to order display stands, symposiums, and patient sheets ,Goundrey-Smith (2014) adopting new technology for their business, especially digital technology ET HealthWorld (2015) A study conducted through a survey containing 20 such companiesThe worth of \$17 to \$18 billion Indian Pharmaceutical industry and their companies are leaving old methods and has found new technology benefited a lot to doctors to get higher relief to medical seekers (Raghavan, 2016) .

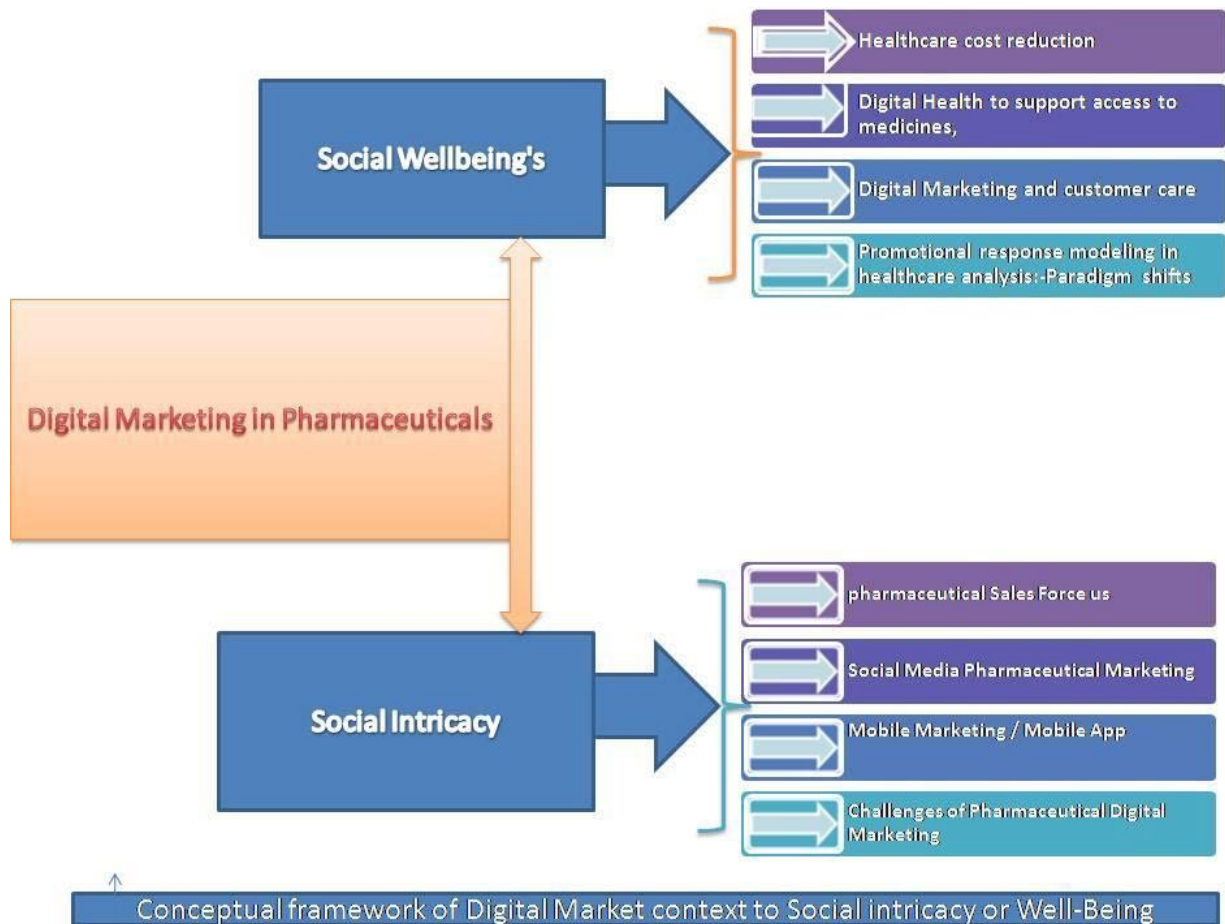


Figure 1 Conceptual Framework of Digital Marketing to Social Intricacy or Well-being (Source Generated by the researcher)

Social Wellbeing

Healthcare cost reduction

Redseer, (2020), online pharmacy enables significant results to provide convenient access to affordable and affordable Covid-19 time medicines. The (Redseer, 2020) about seventy-five percent of consumers% of consumers say that their online pharmacy purchases have either increased or remained the same during the

unlock phase, especially after June 2020, compared to before the COVID-19 period. “The Ministry of Health and Family Welfare, Government of India issues guidelines that support online doctor consultation for effective patient management. Following these guidelines, the Ministry of Health and Family Welfare, Government of India has categorized the drugs into different clusters and clarified the methodology that allows e-consultation about each medical group. The Ministry of Health and Family Welfare, Government of India issues guidelines supporting effective medical advice for effective management (Government, 2021)”. Following these guidelines, the Ministry of Health and Family Welfare, Government of India has categorized the drugs into different clusters and clarified the procedures for conducting e-consultation related to each medical group Redseer, (2020). the FCCI report, by 2020, lack of accessibility, availability, unaffordability, and lack of awareness has been identified as the main barriers to accessing the preferred drugs by adopting technology, mainly in the healthcare system, including access to affordable drugs. Consultation, diagnosis with online pharmacy service and its parallel services; nowadays that are difficult to meet and those who live in the place of the report need to consult without having physical contact with them, especially those who live in remote places.

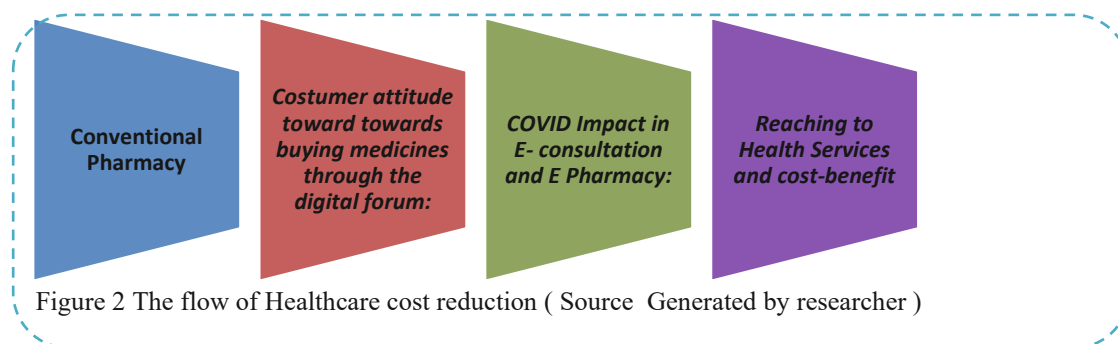


Figure 2 The flow of Healthcare cost reduction (Source Generated by researcher)

“Online/ app-based Pharmacy is emerging as the electronic healthcare system which may have the possibility to increase demand in the future. One of the key factors in this qualitative study has looked into, is the Cost, in this study, whether it is helping to reduce it or not? Figure 2 has a glance at Healthcare cost reductions considering one segment of pharmacy. Deepen interpretation of the interview so I could get help to reach a logical conclusion of this research. The kind of outcome, such as government efforts of encouragement for new entities and how that could help to reduce the cost burden of people. The middle-class segment is the largest in one India, the majority of decisions are taken based on the Middle-class view, however, the many beliefs; it should have right policy/strategy to execute same, in changing the attitude of conventional buying to modern and cost-effective.

Literature Review

The event marked the first introduction of a public-sector electronic logistics management system in Konduri (2018) in collaboration with the WHO report of family planning in south – East Asia. General Directorate of Family Planning of the Directorate of Government of Bangladesh. (2011), which collects aggregated data and provides real-time information on the availability of contraceptives at the sub-district level. (End of Project Report – SIAPS Program, (2016) Electronic logistics enhanced by management information systems Implementation of nationwide web-enabled dashboard Charts, GIS maps, and regional and higher stock level tracking tables subdistrict.

Chaffey, (2021) Sales teams should always expect to convert every prospect into customers. Mainly dedicated marketing training and tools will support the organization to implement data and benchmarking to stay up to date with the latest developments in healthcare implementation strategies. Chaffe also mentioned the Onboarding and Growth Module Guide Company that the company needs to use to make digital marketing great. Follow up on purchases from existing customers to encourage new customers and loyalty and advocacy. Social media is a unique monster in the pharmaceutical industry. Social platforms can provide organizations with a very effective channel to share information and engage in discussions with the public. Social media is raising a red flag due to the nature of health products and the depth of the drug supply chain at major pharmacies, Adams, (2011). IT for prescription and pharmaceuticals enables the storage of structured patient pieces of information, and ease of electronic prescribing, medication, and administration of drugs, as the supply chain automates drug handling and provides tools to understand the efficacy and safety of the drugs in use, Information technology can revamp patient safety, provide high-quality care to professionals and help dispense more drugs to patients, Schofield, (2018). This ability to quickly unravel customer problems and queries builds sellers 'confidence in the buyer's mind and, ultimately, their confidence in the merchandiser (Keillor et al., 1997). Ensure clinicians are involved in the development and evaluation of future mobile health applications for

breast cancer patients, caregivers, and survivors, to ensure they are meeting their goals. The goal is to provide accurate and accurate health information the most recent clinical guidelines. Additionally, a detailed review of the quality and accuracy of health information in mHealth apps is essential for breast cancer survivors Kapoor (2020). The ecumenical market for mobile health applications was valued at \$ 12.4 billion in 2018. And another report states that the market size for mobile health applications is valued at \$ 12.4 billion, valued at 11. , \$ 47 billion in 2014, and the replication is expected to reach \$ 102.43 billion by 2022. With a compound annual magnification rate of 32.5 from 2016 to 2022. One of the most paramount parameters during the marketing of your mobile application. The Rise of Mobile Health Apps, (2020).

Objectives of Study

Objective 1 To Access the impact of Digital Marketing of Indian pharmaceuticals considering social well-being.

Objective 2 To Access the impact of Digital Marketing of Indian pharmaceuticals considering Social Intricacy.

This paper builds on the methods used in an earlier review of online/ app-based pharmacy impact India to lower health costs, to undertake a scoping review of the rapidly-growing literature on I) Healthcare cost reduction, II) Digital Marketing and customer care, III) Digital Health to support access to medicines, the paper briefly reviews the Promotional response modeling in healthcare analysis-Paradigm shifts, pharmaceutical SalesForce usefulness and also how these can impact negatively on social well being like Social Media Pharmaceutical Marketing and Social Intricacy, Mobile Marketing / Mobile App, Challenges of Pharmaceutical Digital Marketing

This approach allows these phenomena to be viewed in the context of the societal implications of digital marketing in the field of Pharmaceuticals. Finding a possible solution between these various phenomena is then explored and synthesized to produce a conceptual framework for considering the overall benefit to society through this modern health care. Figure 1 Conceptual Framework of Digital Marketing to Social Intricacy or Well-being has been designed to navigate further research.

Research Methodology

Since this is the Review article. the above-studied articles, a conceptual framework has been developed that has been mentioned in Fig.1, Following comprehensive discussions and its finding are incorporated in this paper

Research design

This Research work has been developed through the analysis of secondary information. Secondary data/information has been gathered from a variety of academics and researchers, books that have been released as e-books, articles that have appeared in periodicals and journals, conference papers, working papers, annual reports, and company websites for activity reports and internal newsletters. On the business' website, publicly accessible company-related data is used. For research that is a critical review kind, this is the ideal or accepted practice.

Secondary Data Analysis

Digital Health to support access to medicines.

Digital health technologies were created in various resource-restricted countries. Provide insights from a donor-funded project implementation perspective on practical matters based on recommendations in local contexts and future guidelines. ,USAID, (2015),

To understand focus area like Medicine registration process improvement and capacity building train staff to conduct a transparent and scientific review of medicine registration dossiers in compliance with Good Review Practice, Support upgrading/revising the legal framework (e.g., regulations, guidance, templates) on medicine registration and quality management systems, Streamline the medicine registration process for marketing authorization approval to ensure that it effectively, controls the quality of medicines entering the market and other Focus area like A transparent and efficient medicine data tracking system from the submission of applications to marketing Authorization, A faster medicine registration process because multiple assessors can review different modules of dossiers simultaneously and share findings using Pharmadex, More efficient management of the registration life cycle Registration, amendments, re-registration, postmarket surveillance, and corrective actions taken on quality issues, Konduri (2018).

The level of engagement with users and stakeholders was resource-intensive and required an iterative process to ensure successful implementation. Ensuring user acceptance, ownership, and a culture of data use for decision-making takes time and effort to build human resource capacity. For future United Nations voluntary national reviews, countries and global stakeholders must establish appropriate measurement frameworks to enable the

compilation of disaggregated data on Sustainable Development Goal 3 indicators as a precondition to fully realize the potential of digital health technologies, Konduri (2018).

Digital medicine also has to undergo adequate scrutiny to determine its proper portion, and when it is finally fully identified, it does not only add to the benefits of medical practice. It also guarantees that health care, in general, is improved Gupta, (2017). There are other similar platforms in which the patient is allowed to purchase the drug online and the drug is distributed to their doorsteps that does not matter to work so the patient can visit a doctor. A person does not always need to take sick leave as their medical condition can be assessed remotely while they are suffering from an illness and effective medical assistance is offered accordingly University of Illinois Chicago (2020). Goetz, (2011), Most companies do not have an observatory of digital marketing of applications. Policies are not limpidly defined, acceded upon, and not shared internally. Firm management is required to Set vision, set goals, and monitor the pace of work. Field forces identifying and marketing victors promoting digital farm vision are not customarily found in companies. The issue of rules in every field is essential Close examination before any digital campaign Launched.

Traditional outpatient journey

This service has been divided into three segments of healthcare- Diagnostics, Consultation, and then the pharmacy. in the traditional outpatient journey, it has been observed that healthcare customers have to pass three critical segments to seek health benefits for the patient. which is well described in Figure 3 Traditional outpatient journey

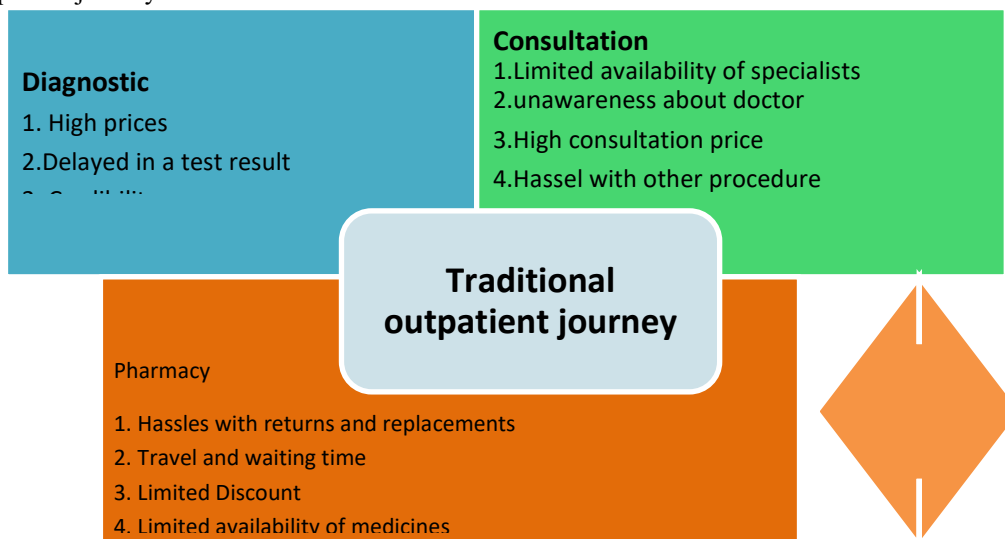


Figure 3 Traditional outpatient journey (Source Generated by researcher)

Electronic Health proposition

It comprises three main components on which the whole system runs, to give you precise information about electronic health propositions in the electronic health care business.a) E- Diagnostics, b) E- consultation and c) E- Pharmacy, figure 4 has very described it.

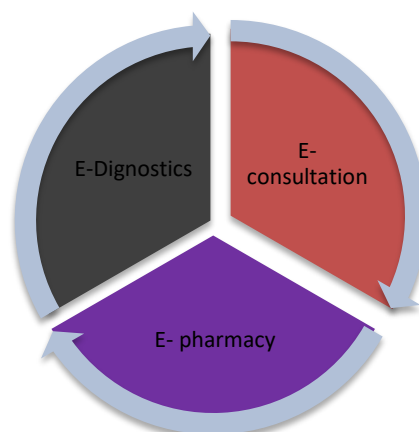


Figure 4 Electronic Health proposition (Source Generated by researcher)

E-Consultation

“Electronic Consulting (“ e-Consultation ”) asynchronous, consultant, the communication on shared electronic health records (EHR) or web-based platforms. The purpose of e-consultation is to improve access to specialized specialists for patients and providers without visiting a doctor's site Vimalananda (2015)Focusing on the unique selling points of e-consultation in the healthcare department means reducing the wait time that the patient is always concerned about, the department is seen as a service that empowers a new class of tech-savvy healthcare customers. Reducing the main barriers, however, there is also the negative part which is described in Figure 5 E-Consultation.

Prebooking Appointment	High Waiting Limited availability
Consumer review/ arating on app	Unaware about doctor qulaity or experiences
Prices listed to unable choice & intergated offerreings	High Consulataion pirce Hassel with other pcedure

Figure 5 E- Consultation (Source Generated by researcher)

E- Diagnostics

Is not about the virtual diagnosis but to make it easy by using the aid of an electronic platform. It has now spread across the globe, its footprints also seen in India. Services range from the request of diagnosis, collection of the sample, delivering of report Figure 6 E- Diagnostic.

, there is some implication also that have mentioned in the table

Home sample collection	High waiting, travel time
Modular pricing package and Standard quality labs	High price and limited discounts credibility /quality
Online and timely access to report and Dedicated chatbots or hotlines	Delayed test result Limited availability of medicines

Figure 6 E- Diagnostic (Source Generated by reseracher)

E- Pharmacy

“An e-pharmacy is a pharmacy that runs on the Internet by sending medicines, drugs, and customers. The cyber-world makes everything facile and convenient. Patients can now order medicine from a registered medical practitioner at their doorstep with the avail of the Internet utilizing a medico's prescription. They are an immensely colossal hit and more and more people are opting to utilize them instead of going to the local pharmacy(V. Chordiya & M. Garge, 2020)” . Figure 7 Electronic Pharmacy.

Online in app return support available	Hassles with returns / replacements
Doorstep delivery	Travel/ waiting time
Discount offers and attractive subscription-based offers	Limited Discounts Limited availability of

Figure 7 Electronic Pharmacy (Source Generated by researcher)

Digital Marketing and customer care in Pharmaceuticals

Patil, Anute (2021) Digital marketing professionals could make things possible by grabbing maximum attention from the target audiences and helping out your business to convert those into sales. Digital Business is where purchasing and selling upon social media sites.Digital Marketing one of the most prominent systems that pharmaceutical companies nowadays are most adopting to reach the customer in ethical ways, and they find the digital dismantling the importation through digital is the easiest way to do so, digital marketing adopting various streams of the forum through which digital marketing for pharmaceutical can happen. It ranged from search

engine optimization, social media marketing, pay per click ads pay per click ads, and Email Newsletters. Digital marketing is more profitable in any field And a less time-consuming method of communication for Consumers compared to traditional marketing. Digital Marketing allows pharmacists to use the data Prescription and create more strategic investments Physician. However, many companies are not yet capable of Integrating digital into a comprehensive business strategy. Looking at the current seniors and challenges like inadequate company vision, A lack of digital mindset, digital difficulty in analysis, stringent rules and regulations.

Promotional response modeling in healthcare

Promotional response modeling in healthcare content is a best-of-breed model, this year has been too much to measure the impact of Promotion Response Modeling (PRM) to cover a wider area and make your research more precise (David Wood, 2015).It's fundamental to advertising behavior on customer behavior (e.g. physician writing) and applied management science in the sales and marketing field. Promotion response modeling has started to be adopted by pharmaceutical companies in India, the main result of which is to understand the behavior of doctors (medical practitioners) for the category of customers for promotional activities. It saves the company time to motivate such customers (prescribers) to register the company's brand. This helps the company give space to the prescribers to choose their brand by discriminating with competing products. Promotional response modeling has a large work area in the pharmaceutical business and its sales need more work on this particular segment.

Social Intricacy

Pharmaceutical Sales force uses

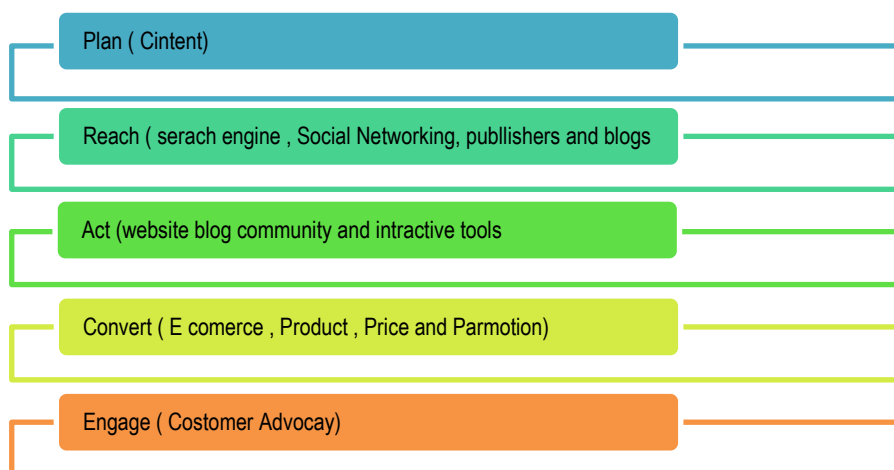
Santosh Upadhyay is a group product manager at Panacea Biotech in 2019, Since there are many tools are available but the real value comes when its aid to the sales representative. Considering today's busy schedule physicians facetime shortages and prefer precise and concise communications.to give an example, oncologist, who is most leading and admirable respectable in

The medical group, Doctor, published a report of the clinical trial. Figure 8 has described the salesforce strategic approach to the salesforce. Sending a digital copy of the article, placing an appointment to discuss the manuscript, creating a microsite, how do you get the relevant traffic to business site, customers are neither searching for a microsite nor are they aware as to whether it exists, Creating navigational communications media to take the customer through the communication flow, create specific videos for specific queries that the customer may have and share them periodically. Even for timekeeping salesforce use a mobile phone rather than wristwatches.

Figure8 Pharmaceutical Salesforce strategic approach to digital Marketing (Source Generated by researcher)

Social Media Pharmaceutical Marketing and Social Intricacy

Social media in the pharmaceutical industry is an implement used to communicate with consumers. However, not all pharmaceutical companies have Facebook pages, Twitter accounts, or YouTube channels. Only a diminutive number of pharmaceutical companies were analyzed live on the three Social media platforms concurrently. The number of pharmaceutical companies analyzed simultaneously on three Social media platforms. It seems that minute pharmaceutical companies have left some Social media platforms behind. This visual examination may not have official guidelines for utilizing the platform, making it arduous to calculate ROI on a single platform. It provides models and methods of innovative concepts that can be replicated in future research. By analyzing the activities of pharmaceutical companies on the convivial networks Facebook, Twitter, and YouTube, they provide the first detailed and personalized assessment of the department of these pharmaceutical companies on the Social network ,Tavares Costa (2019).



Concern for Effectiveness because Of Lack of Control

Twitter and Facebook have become mainstream for individuals and businesses. While pharmaceuticals are experimenting on this channel, the FDA has highlighted the effectiveness of advertising on this channel and whether the increased risk (side effects) does not translate into an actual representation of the risks associated with advertising products Jelovac (2008).

The authors recognize the possibility of two-way communication on social media as opposed to the traditional one-sided approach of pharmacy. When the organization can lose control of the content of promotional messages. However, 9 years after the article's publication, the two-way conversations engendered via convivial media are no longer visually perceived as an issue, where transparency and engagement with the public are not just a matter of fact. Laidback but emboldened by the organizations themselves Jelovac (2008). There is a lack of research on the clinical and public health impacts of drug communication, as medical messages have become more prevalent with patients on gregarious media and medicos need to better understand the effects of these betokens. Product promotion. So, whenever a patient learns more about the drugs on their own through gregarious media, the distinction between that patient and the clinic will become pellucid and the medico will be coerced to adopt different convivial media.

It is very important to pay attention to the issue of advertising financial interests on social networks. Although data on the risks of drugs and the benefits of certain keystrokes can be picked up by many Internet users (but not always), it is difficult to determine whether the source is trustworthy or not. Essentially, social media is a blogging and micro-messaging platform, designed for small business-based messaging.

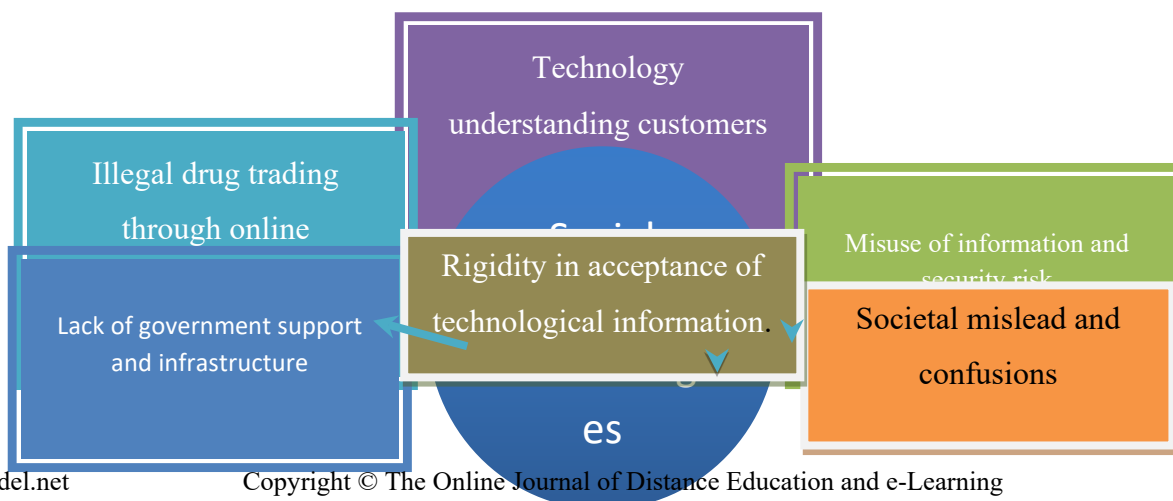
However, the main concern is to ascertain that the authentic information about the perils and benefits is communicated to the patients and not falsified and that the donations made by their organization are concealed. As users of the product. Manufacturers may unethically endorse (learn more about pharmaceutical marketing ethics) blog users, posters, and third-party Twitter users who make statements that flatter and defame claims. negative statements about their products in online discussions.

Digitalization in Pharmaceuticals

Digitalization in Pharmaceuticals has stressed the total productivity in the business, step in Pharmaceutical in Digital Marketing created the prominence of Pharmaceutical in the marketing Noyes, (2014). The pharmaceutical sector was not able to print its footprints due to the steep regulation, however, due to digital marketing; it now extended its limit.

As Pharmaceutical is growing with digitalization, there are some social issues as also heading such as Illegal drug trading online, the less number of customers who can be understanding Technology; Misuse of information if it publicized; if wrong or deliberately misleading information spreads, it may make lots of confusion and anxiety among society. Uncooperative factors were some rigidity in the acceptance of technological information, Lack of government support to make free flow business and lack of infrastructure. This study will help to understand the social intricacy in context to acceptance of digital marketing in the Pharmaceutical business ,Ryan (2020). Figure 9 have explained the major area of social difficulty and challenges.

“In the business environment, it is necessary to be aware of the negative consequences of IT developments such as the emergence of high-tech crime. The abuse of information communication technologies is increasing. Crimes are divided into one where computers are used as a means to commit or as the object of enforcement of criminal activity in the area of illegal use of the internet. Due to increasing sales of counterfeit medicines and posting false information on medicines to mislead the customer it has to be provided stricter control on the internet and social media content, Roblek (2018)”.



Consumer comfort Consumers can without difficulty order medicines from their cell or computer. This can notably help patients who're already sick and don't have any circumstances to exit to find a pharmacy. Customers can reach supplies that can be consolidated via online structures and it is very hard for customers across the country to get drugs. Offline pharmacies can more efficiently hold constrained inventory, coercing customers to request prescriptions from multiple stores. All medication purchases can be tracked for drug abuse and self-medication is opportunely minimized. Drug authenticity Counterfeit capsules can be traced returned to the channel/manufacturer/supplier in opposition to the backdrop of an entire tracking device and stable technology, which makes the marketplace extra obvious and ensures that authenticity is precisely maintained.

Before COVID-19 spread internationally, sixty-seven percentages of humans had been searching online for their fitness signs and symptoms, while about fifty-nine percentages were used to purchase health merchandise to control acute conditions. The parallel increase of adopting generation to monitor consumer health and treat/manage their fitness with non-prescreen merchandise has created an environment where customer fitness care is shifting to the virtual realm. With the speedy and ever-increasing cell access to e-commerce, shoppers aren't just preventing buying self-care. they're also using apps to song fitness metrics, make self-diagnoses, and use cloud-based applications to monitor their health in real-time ,IQVIA Consumer Health (2020).

What COVID-19 carried out has accomplished the already growing fashion, whether or not in online self-care, adopt telemedicine, or are seeking for online recommendation on the recommendation of a health practitioner and pharmacist. An infection that changed into anticipated years ago has now taken place in less than nine months, ET HealthWorld (2015). Sustainability of the Pharmaceutical sector The web pharmacy model will allow present pharmacies to release online operations and get entry to an extensive community of pharmacies and an extensive client base for an extensive set of customers or incorporated on a platform and ensure compiled stock. Mr. Tandon, E pharmacy will reduce the lack of working capital, eliminate waste from the device and increase the fee for the version in the drug store

Misuse of information and security risk

Electronic prescription

This is to replace traditional manual prescriptions and use standard electronic prescription techniques to allow medical professionals to send prescriptions electronically to pharmacists. Countries like the United Kingdom and the United States are trying to implement electronic prescriptions to make them paper-free and hassle-free, To Patients get fast, hassle-free treatment and drugs with the right name without the trouble of messy handwriting of Medical Practitioners. Specifically, patients, have difficulty in understanding the doctor's writings. the rules of the Indian Medical Council, doctors are required to write clearly. Previously, the courts were legally required of medical professionals to complete applications. The current draft rule allows for the direction of written health professionals. Many doctors give you handwritten prescriptions that too intricate to read. This indicted experience sanctions the local pharmacist to understand the text, but in the case of photos and scans, it is arduous to decipher the same from the online pharmacy. This can lead to misdiagnosis and earnest consequences.

Home delivery or Delayed delivery The supply of some drugs may be unexpectedly delayed. There could be plenty of reasons for it, such as traffic, the vehicle has broken down, agitations/strike, weather conditions and many more. It is unknown if this package is unsubscribed. In a country in an area like India, Pakistan has extreme hot or cold weather that can change the product life cycle. And on immediate need cannot be executed at the same time. However, there could be possibilities such as Error giving the wrong medicine. There are cases of carelessness giving wrong medicine.

Counterfeit Drugs

Illegal, unregistered online pharmacies can send counterfeit or outdated drugs. Online sellers are registered and if they are true, verification from regulatory authorities is required to check their authenticity.

Drug Abuse

Misusing prescriptions leading to addiction, resistance, and drug abuse (Reddy, 2019).

Societal mislead and confusions.

There is presently no mechanism in place to verify and to check the authenticity of prescription drugs sent to online pharmacies. These deals are fraudulent because even scammers and fake doctors can prescribe drugs to innocent patients. Some people submit outdated or fake instructions to buy drugs online. The Code of Conduct of the Medical Board of India requires doctors to include a registration number in their rules, but some doctors practically follow such rules. In addition, the information of many registered doctors is not updated in the MCI (

Medical Council of India) and registry. In the United States and some European countries, most medical practitioners prescribe drugs electronically and prepare them directly to pharmacists via electronic transmission such as Email, What's An app, SnapChat, or through social Media (Reddy, 2019)

Rigidity in acceptance of technological information

In addition to its positive impact on the sales process, technology can also help build trust in the buyer-seller relationship. With increasing competition in the market, one has been established. The customer base of any sales organization is growing. Any company that relies on anyway in which the process of developing this relationship can be accelerated has substantial advantages as its primary advertising sales mechanism. Trust is a key determinant for the development of long-term sales relationships.

In terms of technology and attitudes towards sales productivity, major producers point out that technology will make them more competitive and productive. This supports the company's general view that the use of technology is positively correlated with individual sales productivity. Technology allows the seller to communicate more effectively with the customer through interactive and democratic programs, which puts the manufacturer in a position to position an item or in a direct relationship with the customer. Access to information (from purchases and each purchase of a marketing organization) often helps sellers resolve losses quickly.

Trust Issue

The Indian e-pharmacy market continues to be young and consumers are still scared of getting counterfeit drugs. To check the authenticity of the drugs, many players provide commonly asked questions and conduct media campaigns. Shortage of customer support Delivery on time and thank you. While most players offer voice-based customer support, technology plays a key role in overcoming challenges. Chatbots, self-help systems, and technology-based success will enable faster payment/refund processing industries.

Issue of regional languages

Currently most E-Pharmacies offer user interfaces and support systems in English only. As India can be a multilingual society, companies need to enable customers in their linguistic communication to gain in-depth access through apps, customer support, and payment systems. Reach at cities/towns in Tier II and III e-Pharmacy will establish logistics channels in remote cities and towns to gain strong customers and achieve significant growth potential. Logistics investment has already increased to support the e-commerce boom. E-pharmacy will have to tap on increasing logistics bandwidth

Issue of Data Privacy

As the e-pharmacy industry grows, consumer concerns about health records and regulations are expected to increase. Market Player will take strict measures to ensure customer data privacy (E-pharmacy In India Is Winning The Battle Over Traditional Medicines, (2021)

Lack of government support and infrastructure-

Given the economic potential of the Indian market, it is impossible to ignore it. Foreign companies see India as a potential contributor to future sales and increase investment in India accordingly. India's domestic market is expected to bring new fields to the market. However, there are many traditional rules and regulations in which subsidiaries such as a pharmaceutical company and e-pharmacy create many barriers to running your business. Despite being a large Indian pharmaceutical business, pharmaceutical business unions are helpless against the policy of moderate bureaucracy and the rigidity of the right to change business, the new urgent need of contemporary businesses.

Illegal drug trading online

Patients are really at risk because of lack of vigilance, false drugs, and sugar pills, expired, adulterated and contaminated drugs. This encourages fraudulent practices like incorrect dosing. Government and regulatory bodies and courts of law have tried to settle the dispute, but the ascension and attacks of "fake" internet pharmacies are preventing this intervention. The US Food and Drug Administration (FDA) and quite 200 enforcement agencies around the world launched a world crackdown on online pharmacies in 2014, and brought against rule-breakers and shutting down quite 10,600 illegal websites. The Pharmaceutical Crime Program supported by major pharmaceutical companies in 201 pharma, helped crackdown on illegal sites. Only reputable sites like Microsoft, Yahoo, and Google allow authorized online pharmacies to be advertised within the US, through the Verified Internet Pharmacy Practice Sites (VIPPS) program. MasterCard companies with Visa refuse payments at VIPPS-certified online pharmacies. The FDA in Maharashtra has approached the Drug Controller General of India to curb the illegal online sale of medication Desai C (2016).

Illegal and Unethical business practices

There are many allegations against online pharmacies such as Pharmacy, Midlife, 1MG, NetMeds (now owned by Reliance Group), Amazon, Flipkart (part of Walmart), on how to hit the retail pharmacy. With large capital investments from large foreign companies, they can play with 30% -40% discounts on low prices and free shipping. due to the limitations of e-pharmacy, this approach of capital dumping to the cognizance of its unfavorable effects may be extremely adverse to the upbringing and future of the industry. Connectivity and emergency provision for the ultimate mile has been made through pharmacy retailers who additionally provide livelihoods to tens of millions of outlets, their families, and employees.

The growth of the pharmacy has put pressure on pharmacists and retail distributors amid competitive practices such as capital dumping and high discounting, which drive prices up. Pharmacists, including pharmacists and distributors, are the first point of contact for disadvantaged patients in the country. With the financial help of big foreign players/funds, e-pharmacies have started to hamper pharmacy retailers due to unmatched and often insane prices

The pandemic has made it very difficult for retail pharmacies that operate on small margins and the capture of the customer base by e-pharmacies is only adding to the anguish. As the market resumes after the lockdown, many e-pharmacies offer huge discounts on their platforms with discounts of around 30%. To further capture the market, customers with free shipping were given an additional 20% cashback. Effectively, this translates into a big discount of about 40% -45% with free shipping (Praveen Khandelwal, 2021)

Mobile Marketing / Mobile App

In the business environment, it is necessary to be aware of the negative consequences of IT developments such as the emergence of high-tech crime. The abuse of information communication technologies is increasing. Crimes are divided into one where computers are used as a means to commit or as the object of enforcement of criminal activity in the area of illegal use of the internet, Due to increasing sales of counterfeit medicines and posts false information on medicines to mislead the customer it has to be provided a stricter control on the internet and social media content Roblek (2015). Mobile health apps can not only play an important role in alleviating this burden but also provide accessible resources on self-management tools and resources. reason for BC readers.

Mobile Health applications

Figure 10 has described the classification of mobile health applications; this classification is based on healthcare context.

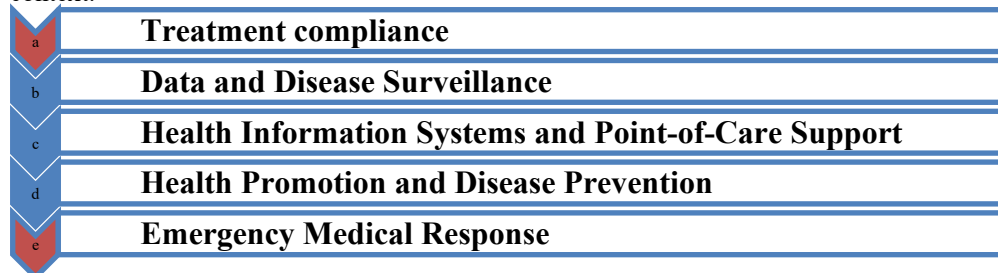


Figure 10 Themes Mobile Health applications *Mobile Health Marketing Strategies*, (2020) (Source Generated by researcher)

Treatment compliance

This means that patients use the mobile app to stick to their dosage patterns. Outbreaks appear to be exacerbated during low- and middle-income countries. Acute illness is a common problem in high-income countries. One of the challenges in this surveillance system is that drugs are not always available in low-resource areas and patients are not able to follow treatment plans properly.

Data and Disease Surveillance

The old and tedious method of manual data acquisition has been replaced by digital, and although it is not entirely clear in terms of error reduction, time and savings, the results look positive. Obstacles in this area include developing efficacious coordination systems for sharing data between different local and ecumenical health information systems and defining rights and guidelines.

Health Information Systems and Point-of-Care Support

In the past, health information systems were only engendered for medicos and emergency care professionals, but now local medicos are joining the public. The incipient era of "telemedicine" can greatly expand the dissemination of information and expertise through utilizer-cordial technologies and systems. The barriers to achieving this vision are the unknown cost, the immensely colossal, facilely accessible support system, and the clinical multifariousness of the incipient contrivance.

Health Promotion and Disease Prevention

SMS is useful not only for public clinics and clinics but also for the distribution of important health education materials. Current barriers to expanding this information approach to education include responsibility, the accuracy of the information, and security risks.

Emergency Medical Response

M-Health This field is the hardest to research simply because of emergencies and nature. However, mobile technology is a useful tool for building quickly in crises. Obstacles include network capacity, infrastructure (traffic and road), especially national restrictions on the location of emergency calls

Challenges of Pharmaceutical Digital Marketing

Digital marketing refers to the use of technology in marketing efforts, including the marketing of goods, services, ideas, information, and advertising through the Internet, display advertising, mobile phones. Marketing data-driven shows the tricks of marketing, attracting customers, attracting, making them aware, happy, and leading them to online marketing. Many acclaimed authors have cited digital marketing and have not expressed their views as such. this concerning Strauss and Frost "Use of electronic data and applications to design, distribute and implement pricing, distribution, and pricing of ideas to create exchanges that serve individual and organizational objectives". As per the definition of Smith and Chaffey "Achieving marketing objectives through applying digital technologies" , Pradhan(2018). In the last around 4 decades, information technology has affected the work of millions of people. The benefits of automated information processing have led many industries to embrace computer technology. These include routine, repetitive, and monotonous tasks with consistent accuracy; Determining and consistent use of terminology and nomenclature; And Group customization (The ability of information technology to provide services to a large population so that one person can still be unique to each person.).

Online pharmaceutical startups in India are struggling to convert nearly 1 1 billion into order sales. Consumers have not been given the right prescription drugs More than a moiety of online pharmacy orders received are reluctant due to a prescribing error. Startups that have already faced resistance from offline chemists and come under scrutiny by regulators are now devoting an immensely colossal portion of their investment to inculcating patients about the disease. Rajagopal (2015).

Discussion of the Study

Truncating healthcare costs in pharmaceuticals is a consequential part of digital marketing. literature studies on the cost of public health, after the outbreak of COVID-19 & the lockdown have overboard people's pockets. Many among them lost their jobs, unemployment increased, businesses closed (Nanda Prashant, 2021).however, the impact on health remains very arduous for people. Digital Marketing brings to the platform where an efficacious, equitable, and efficient drug information tracking system can build, that avail in submitting applications to marketing sanctions, to a more expeditious drug registration process because multiple evaluators can review different modules, expediting operations and recuperating losses. The journey of traditional outpatient patients has gone through three critical health accommodations such as diagnostics, counseling, and pharmacy. However, including the electronic health proposal, how the whole system benefits from it is consequential.

Many companies are yet to integrate digital into a business strategy, more study is needed to find the incentives vision, and customer prospects via digitalization, the literature studied in this paper it has engendered more room for the study of customer care and digital marketing such as Gregarious Media Customer care, Content engendering layout, and Conceptions, Customer persona development to adopt brand prescription, Buyer prospect setting, Knowledgeing customers such as online CME's (Continue Medical Educations), Sharing Experience content or stories., Running a digital campaign and adhesion program. Sharing goals and tracking them Bernazzani, (2021). Promotional response modeling is a new way to understand marketing insights aauthorsManchanda, P., Rossi, P. E., & Chintagunta, P. K. (2004), who also mentioned modeling approach improves the precision of the physician-specific response parameters significantly

Many healthcare marketers in the support system are examining technology developments to understand that increasing the number of healthcare-specific wearable technologies can help healthcare and pharma companies increase their customers' digital value projections. The market for wearable medical devices is expected to exceed 27 million in two years. Smart Insights Business members are using digital experience learning pathways and more to win, reach and transform more experiences Wright, (2021). There is no straight regulation of promotion for pharmaceutical products as compared to other categories of products. Due to the lack of research on the clinical and public health effects of drug media, medical messages have become more accessible to patients on gregarious media, and Medicos needs to better understand the effects of drugs. these denote that is why it is paramount to adopt Social media as a method of communication for all healthcare and pharma stakeholders. Digitization has now given wings to the pharmaceutical sector. Understanding the sundry works of literature, gregarious difficulties, and challenges remain as connected factors that cannot be ignored. Many factors are explored, from technology to the illicit drug trade. Implement electronic prescriptions that are paperless and hassle-free to make pharmacy and patient life more facile as most of the time doctors ' inscribing is beyond legibility.

Many areas of concern may not sanction digitization to supersede its traditional platforms, such as the unexpected delay in the supply of certain drugs. Which do a lot with authentic committed time or required time. Some such cases have been found, allegations made by retail chemists that counterfeit drugs can spread an e-pharmacy. Even from consumers, it has been reported that in some cases trust is missing which leads to a lack of customer support in the digitization of pharmacy. There are some language issues, and India is a multilingual society. Bereki,(2019), Digital transformation explodes in terms of both volume and celerity of digital data generation. This aspect can be difficult for businesses as it requires rich data aggregation, efficient analysis, as well as ensuring security and prioritization. Digital transformation has increased the risk of insecurity related to sensitive data such as property rights (IP) or personally identifiable information (PII)..Data Protection in Digital Transformation Endpoint Protector. Mobile apps and mobile marketing have become a consequential factor today as mobile is no longer a telecommunication contrivance but a multi-functional one. Benefits ranging from e-commerce to medical health are now linked to consumer smartphones. Lim Sujong, in the first quarter of 2020, 40% of smartphone sales in India emanated from online channels. Flipkart hosted a moiety of its online sales this quarter. COVID-19 to boost online market sales following the implementation of lockdown and convivial distance measures. Xiaomi was the leading brand in online channels across the country, accounting for 51% of total online sales. The company visually perceived 67% of its total sales go online in Q1, 2020. However, the remaining challenges in digital marketing in pharmaceuticals remain, facilitating a more refined work at work.

Findings

1. There is a positive impact of Digital Marketing of Indian pharmaceuticals considering social well-being.
2. There is both positive as well as negative impact of Digital Marketing of Indian pharmaceuticals considering Social Intricacy.
3. Health care cost, digital Health, customer care, promotion are key factors responsible for Digital Marketing of Indian pharmaceuticals considering social well-being.
4. Sales Force, Social Media, Mobile Marketing,Challenges are key factors responsible for Digital Marketing of Indian pharmaceuticals considering Social Intricacy.

Conclusion

Digital Marketing in pharmaceuticals provides rich sets of insights into improving healthcare benefits in the modern world. Understanding the concept through the micro and macro level has revealed that Digital Marketing will support the health care segment in terms of maximum customer support and care. It has great potential to be able to quantify supply with minimum wastage of time. The conceptual framework expounded in this paper provides an indistinct picture of how health care systems have an immensely colossal benefit over the economic magnification of all the stakeholders in the system of healthcare. It additionally shows how salubrity potentially be amended by the incorporation of digitalization. To truncate the encumbrance on conventional pharmaceuticals, digital pharmaceuticals would have more potential. The conventional pharmaceutical supply chain would become over inventory as keeping all products concurrently is very arduous, especially the product requisite emanates from an outside consultant. Digital Marketing is making those peregrinates supply the right brand to the customer rather than superseding it with another brand. Promotional replication modeling in healthcare is the finding which can utilize salesforce to get maximum output from their promotions.That improvised the peregrination of traditional outpatient patients mainly in diagnostics, counseling, and pharmacy. Pharma companies increase their customers' digital value projections through wearable technology that has a

very effulgent future ahead. Social Media becomes a widely accepted tool in all medical fraternity and it is a covenant for customers too.

This paper reinforces the conclusion that concern of conventional pharmaceuticals becomes minimum as digitization can not plenary supersede the conventional pharmaceutical business. Delay in supply, counterfeit drugs, drug abuse remains some issues to digital Marketing of Pharmaceutical. Incipient security risks that concern sensitive data and privacy remain a key issue in this segment. Integrating Multi functionary smartphones at seasonal affordable prices raises the utilizations of it and similarly, it engenders auspicious facilitating infrastructure at an individual level to avail accommodations provided at digital marketing forum. However, comparing the convivial intricacy of the gregarious wellbeing is of much weightage, ergo it makes sizably voluminous healthcare benefits over its issues.

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